

**Amendments to the Claims:**

This listing of claims replaces all prior listings, and versions, of claims in the present application.

**Listing of Claims:**

1-72. (Canceled).

73. (Currently Amended) A method for identifying a measure of similarity between activities of a plurality of parties using groups of information associated with, and representative of those parties on the world wide web or in other information stores, ~~without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups;~~ the method comprising;

analyzing groups of information on the world wide web or other information stores which are representative of the activities of each party;

deriving a content profile for the information group of each party without prior knowledge of the content of the information group, ~~and~~

comparing the profiles to identify a degree of similarity between parties; ~~and~~  
providing information about the degree of similarity between parties in response to user input which identifies one of the parties or a representative website of one of the parties, without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups.

74. (Currently Amended) A method as claimed in claim 73, wherein the analyzing comprises:

calculating a frequency of occurrence of word and phrase topics in the group;

allocating a measure of importance to each topic in the group which is proportional to the topic frequency of occurrence in the group;

and wherein the comparing comprises:

using the measure to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

defining a list of related ~~words~~ topics which are related to the subject of the group in response to user input which identifies one of the parties, or a representative website of one of the parties, but without requiring the user to enter a keyword list or provide other advance knowledge of the subject of the group;

discarding topics in the topic profile which do not appear in the list of related ~~words~~ topics; and

comparing the topic profiles to derive a measure of similarity between groups.

75. (Currently Amended) A method as claimed in claim 74, wherein determining the list of related ~~words~~ topics utilizes a thesaurus to provide a plurality of related ~~word~~ topic lists, each list related to a single topic in the topic profile, and aggregates the lists to form a final list of related ~~words~~ topics for use in discarding topics in the topic profile.

76. (Previously Presented) A method as claimed in 74, wherein analyzing further comprises selecting topics which have a higher than average frequency in the group than in a native language of the group.

77. (Previously Presented) A method as claimed in 73, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analyzing.

78. (Currently Amended) A system for identifying a measure of similarity between activities of a plurality of parties using groups of information associated with, and representative of those parties on the world wide web or in other information stores, without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups, the system being configured, via execution of instructions stored in a computer readable storage medium, to:

analyze groups of information on the world wide web or in other information stores, which are representative of the activities of each party;

derive a content profile for the information group of each party without prior knowledge of the subject of the information group; and

compare the content profiles to identify a measure of similarity between parties; and

provide information about the degree of similarity between parties in response to user input which identifies one of the parties or a representative website of one of the parties, without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups.

79. (Currently Amended) A system as claimed in claim 78, wherein the system is configured to:

calculate a frequency of occurrence of word and phrase topics in the group;

allocate a measure of importance to each topic in the group, the measure of importance being proportional to the topic occurrence frequency in the group;

use the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

define a list of related words topics which are related to the subject of the group in response to user input which identifies one of the parties, or a representative website of one of the parties, but without requiring the user to enter a keyword list or provide other advance knowledge of a subject of the group;

discard topics in the topic profile which do not appear in the list of related words topics; and

compare the topic profiles to derive a measure of similarity between groups.

80. (Currently Amended) A system as claimed in claim 79, in which the system is further configured to determine the list of related words topics by utilizing a thesaurus to provide a plurality of related word topic lists, each list related to a single topic in the topic profile, and to

aggregate the related word topic lists to form a final list of related words topics for use in discarding topics in the topic profile.

81. (Previously Presented) A system as claimed in claim 78, wherein the system is configured to analyze by selecting topics which have a higher than average frequency in the group than in a native language of the group.

82. (Previously Presented) A system as claimed in claim 78, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analysis.

83. (Currently Amended) A method for profiling a group of information ~~without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups~~, the method comprising:

calculating a frequency of occurrence of word and phrase topics in the group;

allocating a measure of importance to each topic in the group, the measure of importance being proportional to the topic frequency of occurrence in the group;

using the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

defining a list of related words topics which are related to the subject of the group ~~in response to user input which identifies the group, but without requiring the user to enter a keyword list or provide other advance knowledge of a subject of the group; and~~

discarding topics in the topic profile which do not appear in the list of related words topics.

84. (Currently Amended) A method as claimed in claim 83, wherein defining the list of related words topics utilizes a thesaurus to provide a plurality of related word topic lists, each list related to a single topic in the topic profile, and which aggregates the lists to form a final list of related words topics for use in discarding topics in the topic profile.

85. (Previously Presented) A method as claimed in claim 83, wherein analyzing further comprises selecting topics which have a higher than average frequency in the group than in a native language of the group.

86. (Previously Presented) A method as claimed in claim 83, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analyzing.

87. (Currently Amended) A system for profiling a group of information without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups, the system being configured, via execution of instructions stored in a computer readable storage medium, to:

calculate a frequency of occurrence of word and phrase topics in the group;

allocate a measure of importance to each topic in the group which is proportional to the topic frequency of occurrence in the group;

use the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

define a list of related words topics which are related to the subject of the group in response to user input which identifies the group, but without requiring the user to enter a keyword list or provide other advance knowledge of the subject of the group; and

discard topics in the topic profile which do not appear in the list of related words topics.

88. (Currently Amended) A system as claimed in claim 87, in which the system is configured to determine the list of related words topics by utilizing a thesaurus to provide a plurality of related word topic lists, each related word topic list related to a single topic in the topic profile, and which aggregates the related word topic lists to form a final list of related words topics for use in discarding topics in the topic profile.

89. (Currently Amended) A system method as claimed in claim 87, wherein the system is configured to analyze by selecting topics which have a higher than average frequency in the group than in a native language of the group.

90. (Currently Amended) A system method as claimed in claim 87, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analyzing.

91. (Currently Amended) A method for identifying a measure of similarity between groups of information, ~~without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups;~~ the method comprising;

analyzing groups of information on the world wide web or other information stores;

deriving a content profile for the information group without prior knowledge of the content of the information group, and

comparing the profiles to identify a degree of similarity between groups; and

providing information about the measure of similarity between groups in response to user input which identifies the group, without requiring a user to enter a keyword list or provide other advance knowledge of a subject of the information groups.

92. (Currently Amended) A method as claimed in claim 91, wherein the analyzing comprises:

calculating a frequency of occurrence of word and phrase topics in each the group; and

allocating a measure of importance to each topic in each the group which is proportional to a topic frequency of occurrence in the group,

and wherein the comparing comprises:

using the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

defining a list of related ~~words~~ topics which are related to the subject of the group in response to user input which identifies the group, but without requiring the user to enter a keyword list or provide other advance knowledge of a subject of the group;

discarding topics in the topic profile of each group which do not appear in the list of related topics for that group ~~words~~; and

comparing the topic profiles to derive a measure of similarity between groups.

93. (Currently Amended) A method as claimed in claim 92, wherein determining the list of related ~~words~~ topics utilizes a thesaurus to provide a plurality of related ~~word~~ topic lists, each list related to a single topic in the topic profile, and aggregates the lists to form a final list of related ~~words~~ topics for use in discarding topics in the topic profile.

94. (Previously Presented) A method as claimed in claim 91 wherein the analyzing further comprises selecting topics which have a higher than average frequency in the group than in a native language of the group.

95. (Previously Presented) A method as claimed in claim 91, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analyzing.

96. (Currently Amended) A system for identifying a measure of similarity between groups of information on the world wide web or in other information stores, without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups, the system being configured, via execution of instructions stored in a computer readable storage medium, to:

analyze groups of information on the world wide web or in other information stores;

derive a content profile for the information group without prior knowledge of the subject of the information group; and

compare the content profiles to identify a measure of similarity between groups; and

provide information about the measure of similarity between groups in response to user input which identifies the group, without requiring a user to enter a keyword list or provide other advance knowledge of a subject of the information groups.

97. (Currently Amended) A system as claimed in claim 96, wherein the system is configured to:

calculate a frequency of occurrence of word and phrase topics in the group;

allocate a measure of importance to each topic in the group, the measure of importance being proportional to a topic frequency of occurrence in the group;

use the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

define a list of related words topics which are related to the subject of the group in response to user input which identifies the group, but without requiring the user to enter a keyword list or provide other advance knowledge of the subject of the group;

discard topics in the topic profile which do not appear in the list of related words topics; and

compare the topic profiles to derive a measure of similarity between groups.

98. (Currently Amended) A system as claimed in claim 96, in which the system is further configured to determine the list of related words topics by utilizing a thesaurus to provide a plurality of related word topic lists, each list related to a single topic in the topic profile, and to aggregate the related word topic lists to form a final list of related words topics for use in discarding topics in the topic profile.

99. (Previously Presented) A system as claimed in claim 96, wherein the system is further configured to select topics which have a higher than average frequency in the group than in a native language of the group.

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100. (Previously Presented) A system as claimed in claim 96, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analysis.